MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BCT1024 – CRITICAL THINKING AND APPLICATION IN MANAGEMENT

(All sections / Groups)

8th MARCH 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO** parts and **13** pages (excluding the cover page).

2. Answer ALL questions.
   - Part A : Multiple Choice Questions (40 marks)
   - Part B : Analytical questions
     - Question 1: Problem solving (20 marks)
     - Question 2: Argument composition (20 marks)
     - Question 3: Fallacy identification (10 marks)
     - Question 4: Media evaluation (10 marks)

3. The total mark for this paper is 100 marks. This final examination will contribute 50% toward your grade in this course

PART A: MULTIPLE CHOICE QUESTIONS (40 MARKS)

Answer ALL questions. Mark your answers on the OMR sheet.

1. *"Your analysis of the implication of Malaysia's decision to implement a currency peg was very good, at least as far as it went,"* the Vice President told you at the end of the Executive Committee meeting in which you presented the results of your research study. *"However we all thought that you focused too much on the palm oil industry. Your analysis could have been improved if you also considered the impact of this government policy on other agricultural commodities, like seafood production, banana farming and even rubber. In fact, we would have appreciated it if you could have gone even further and examined the policy's impact on other sectors: such as construction, transportation, tourism, property development and manufacturing. It was good, but not great. Better luck next time, okay?"*

   In her statement, the Vice-President is most likely talking about which critical thinking standard?

   a. accuracy
   b. breadth
   c. clarity
   d. relevance

2. Critical thinkers keep their curiosity burning. They do not simply accept an argument without sound reasons. In order to keep curiosity burning which of the following activities should NOT be done:

   I. probe the logic of the argument
   II. probe reasons and evidence presented
   III. probe the motive of the person presenting the argument
   IV. overcome personal misconceptions

   a. I and II
   b. III and IV
   c. III only
   d. IV only

Continued....

Questions 3 and 4 are based on the following passage

During an important state meeting, four top officers from Malaysian Economic Planning Unit (EPU) are having a serious discussion about the proposed development of Disneyland project at Iskandar Region. Below are the excerpts of their discussion:

Mr. Mickey: I am fully confident that this mega project is a "jewel of the crown". Finally we can attract more tourists to come to the first Disneyland in South East Asia instead of going to Universal Studio in Singapore.

Mr. Donald: Are you sure? My gut-feeling says that we lack resources especially in the area of human capital to compete with Universal Studio.

Ms Daisy: Hmmm...I propose that in order to attract the tourists, we can try to integrate our existing Legoland and Disneyland in a value-for-money combo package.

Mr. Goofy: My major concern is, at the end of the day, can this project give us annual return on investment of 30%? I need to see the projected income statement.

3. Based on the Six Thinking Hats, Mr. Mickey is using
   a. Black hat
   b. Yellow hat
   c. Blue hat
   d. Red hat

4. Who is using white hat thinking?
   a. Mr. Donald
   b. Ms. Daisy
   c. Mr. Goofy
   d. Nobody is using white hat thinking.

Continued....

Question 5 is based on the following passage

Julian Vincent drew from the study of pinecones when he developed in 2004 "smart" clothing that adapts to changing temperatures. "I wanted a non-living system which would respond to changes in moisture by changing shape", he said. "There are several such systems in plants, but most are very small — the pinecone is the largest and therefore the easiest to work on". Pinecones respond to higher humidity by opening their scales (to disperse their seeds). The "smart" fabric does the same thing, opening up when the wearer is warm and sweating, and shutting tight when cold.

5. The above passage highlights the creative problem solving technique called:
   a. Bionic
   b. Lateral thinking
   c. Free association
   d. Morphological analysis

6. Which of the following passages contain arguments?

   I. John is over two meters tall, so he is tall.
   II. The train is late because of a signal failure.
   III. Students should attend class regularly. Our research shows that there is a direct correlation between good grades and regular class attendance.

   a. I only
   b. III only
   c. I and III
   d. I , II and III

7. "Since food and tools were placed in the graves, we may presume that the Sumerians believed in an afterlife." (Will Durant, *Our Oriental Heritage*, 1935)

   Which of the following describe the preceding passage?
   a. nonargument; explanation
   b. nonargument; summary
   c. argument; conclusion: Food and tools were placed in the graves
   d. argument; conclusion: We may presume that the Sumerians believed in an afterlife

Continued....

8. Alicia is browsing through the Yahoo! Finance website. She reads through the list of headlines for the online articles. Which of the following headline suggests an argumentative article?

   a. Four mistakes that led to Adidas' downfall.
   b. Adidas and Under Armour are challenging Nike like never before.
   c. Why did Under Armour's stock price fall so much recently?
   d. Adidas and Under Armour are locked in a bitter battle to be Nike's top US competitor; here's who's likely to win.

Question 9 is based on the following passage:

> The recent hike in petrol prices has led to much discontent among the community, although reducing subsidies is the right step to control budget deficits and prevent people from taking things for granted, especially perishable resources.
> For the next rationalisation effort, perhaps the government can save costs by doing away with the sugar subsidy, instead of tinkering with fuel prices since sugar should not be subsidised as it is not a food item necessity. It cannot be denied that over consumption of sugar would lead to serious health problems, including diabetes, obesity and heart ailments. Any food with high sugar content is categorised as junk food with little nutritional value and is bad for health.
>
> (Source: http://www.nst.com.my/opinion/letters-to-the-editor 9th September 2013)

9. What is the **conclusion** from the above argument?

   a. Reducing subsidies is the right step to control budget deficits and prevent people from taking things for granted, especially perishable resources.
   b. Government can save costs by doing away with the sugar subsidy, instead of tinkering with fuel prices.
   c. Over consumption of sugar would lead to serious health problems.
   d. Any food with high sugar content is categorised as junk food with little nutritional value and is bad for health.

Continued....

10. Cashier at store: *I am sorry; I can't sell you any cigarette. You are under eighteen.* Which is true for the above argument?

I. Conclusion: You are under eighteen.
II. Conclusion: I can't sell you any cigarette.
III. Implicit premise: I sell cigarette to those above eighteen.
IV. Implicit conclusion: You are seventeen.

a. I and III
b. II and III
c. II only
d. IV only

11. Which of the following is/are TRUE?

I. A lexical definition is used to report the way a word is actually used in a language.
II. The purpose of a stipulative definition is to influence attitudes.
III. Ambiguities that result from faulty sentence structure are called semantic ambiguities.
IV. Euphemistic language is deceptive and should always be avoided.

a. I and III
b. II and IV
c. I and IV
d. I only

12. Which of the following is **NOT** an example of precising definition?

I. An *arid region*, for purposes of this meteorological study, is any region that receives on average less than 15 inches of rain a year.
II. *Wine* means a delectable drink, made from fermented grapes, that elevates the mind, frees the tongue, and warms the heart.
III. *Alcohol abuser* means someone who consumes on average four or more alcoholic drinks a day.

a. I and II
b. I and III
c. II only
d. III only

Continued....

Question 13 is based on the following passage:

"In the mid-19th century in Britain, the human form and its functions were so taboo that any words even hinting that people had bodies were banished from polite discourse. It became impossible to mention legs--you had to use *limb*, or even better, *lower extremity*. You couldn't ask for the breast of a chicken, but instead had to request the *bosom*.

13. The above passage highlighted the use of _____ during mid19th century in Britain
    a. Euphemism
    b. Literal analogy
    c. Sematic ambiguity
    d. Weasel words

14. A/an _____ is formed when an arguer supports a general conclusion about a class of persons or things without _____
    a. false analogy ..... an anecdote
    b. hasty generalization..... sufficient evidence
    c. ad populum appeal to authority..... reference to authority
    d. slippery slope argument..... supporting arguments

15. "Apples purchased in grocery stores are red, juicy, and rarely contain worms; this wild apple is also red and juicy; so, it probably doesn't contain any worms either"

    The above passage is

    I. a valid argument
    II. an analogical argument
    III. an inductive argument
    IV. NOT an argument

    a. I and II
    b. I and III
    c. II and III
    d. IV only

Continued....

16. The Eiffel Tower is in London. London is in Germany, which is north of the Arctic Circle. It follows that the Eiffel Tower is north of the Arctic Circle.

The above passage is

I. a valid argument
II. a circular argument
III. a deductive argument
IV. NOT an argument

a. I and II
b. I and III
c. III only
d. IV only

17. An argument is fallacious if it:

I. has one or more false premises
II. has a false conclusion
III. contains a mistake in reasoning

a. I and II
b. I, II and III
c. II only
d. III only

18. The "*Two wrongs make a right*" is committed when…..

a. An arguer attempts to justify a wrongful act by claiming that some other act in just as bad or worse.
b. An arguer distorts an opponent's argument or claim to make it easier to attack.
c. One that plays on a person's desire to be popular, accepted or valued, rather than appealing to logically relevant reasons or evidence.
d. When an arguer inappropriately attempts to evoke feelings of pity or compassion from his listeners or readers.

Continued….

19. So far, no one has ever swum the Atlantic Ocean non-stop—or even come remotely close to doing so. It is unlikely in the extreme, therefore, that anyone taking this test will swim the Atlantic Ocean non-stop.

    The above argument is:

    a. Deductive..... good
    b. Deductive.....bad
    c. Inductive.....strong
    d. Inductive.....weak

Read the checklist below and answer Question 20.

- Are the sources for factual information listed so that they can be verified?
- Has the sponsor provided links to outside sources (such as product review that can be used to verify the sponsor's claim?
- Are statistical data and charts clearly labelled and easy to read?
- Beware of unverifiable statistics and claims not supported by reasons and evidence.

20. The above is the checklist to determine the _____ of an Internet source.

    a. currentness
    b. authority
    c. objectivity
    d. accuracy

Continued....

PART B: ANALYTICAL QUESTIONS

Question 1: PROBLEM SOLVING (20 MARKS)

Instruction: Read the following article and answer the questions:

Sleep deprivation among college students

It's a pretty common scene: midterm exam week on campus, and students are lined up at tables scattered throughout the library well after they should be in bed. But pressure is high, and there's no time for sleep. That's the college way, right?

"For every credit hour a student takes, they are expected to spend three hours studying on their own: if the average student takes 13 credit hours for a semester, that's about 39 hours a week spent studying," says Joyce Williams, a student at the University of Montevallo in Alabama. Williams says that's nearly the equivalent of a full-time job, and she adds that students are supposed to take an active role in the school community, in addition to their individual emotional and social needs, which doesn't leave a lot of time for sleeping. As a result, Williams, who attends school on an academic scholarship, says it's rare for her to sleep 8 hours.

While her situation is not unusual, it's one that sleep experts are hoping to reverse. "Insufficient sleep is a public health issue," declared the Centers for Disease Control and Prevention.

A recent survey reveals that college students consider sleep to be an important factor in their success – but admit that they're not sleeping as much as they should. Selected results from the Chegg College Student Sleep Survey are as follows:

When asked if they thought students who do better in school "probably" gets more sleep?

38%	Agree
21%	Strongly agree

And when asked how many hours they would *like* to sleep on a school night versus how many hours they *actually* sleep on a typical school night:

84%	Would like to sleep 8 hours or more	But	16%	Sleep 8 hours or more
16%	Would like to sleep 5 to 7 hours		79%	Sleep 5 to 7 hours
0%	Would like to less than 5 hours		5%	Sleep less than 5 hours

Continued....

That's in line with what Williams said about her college experience so far. "I do agree that I should get more sleep," she says, "but to fit all of these activities into one day, I have to keep putting off sleep."

So what's keeping college students from sleeping? Below are the top survey responses:

54%	I have too much homework
51%	I spend too much time online doing non-school-related activities
49%	I procrastinate too much on school work
46%	I worry about school/grades
44%	I spend too much time online doing school-related work
44%	I worry about personal things (friends, family, etc.)
27%	I don't need much sleep/I can't sleep
25%	I spend too much time watching TV
22%	I spend too much time socializing
19%	I have too many extracurricular activities

But experts say it's important for college students to get a sufficient amount of sleep on a regular basis, and failing to do so produces several negative side effects.

Tim Bono, assistant dean of the College of Arts and Sciences and lecturer in Psychological & Brain Sciences at Washington University in St. Louis, has spent years tracking the sleep habits of Washington University students. He stated that students may feel that they're too busy to sleep because they don't understand the connection between sleep and emotional health functioning. However, he explains that the brain is actually working when students are asleep. "Neural circuits connecting key brain regions become strengthened, which positions us for better functioning the next day, especially with regard to our cognitive and emotional well-being," he says. The level or happiness or optimism a person experiences may be directly related to the quantity of their sleep. "A number of studies have shown that a full night's rest translates to higher ratings of happiness, enthusiasm, and energy, and lower ratings of anger, nervousness, or disappointment throughout a college student's day," Bono says.

Continued....

In addition to the detrimental cognitive and emotional effects of being sleep-deprived, students may experience other negative effects. Dr. Carolyn Dean is a sleep expert, and she stated that a lack of sleep causes a range of health problems. "Research has shown that people who get about six or less hours of sleep a night have higher blood levels of inflammatory proteins than those who get more sleep," Dean says. She explains that low-grade chronic inflammation can cause a range of illnesses including arthritis, diabetes, heart disease, stroke, and even premature aging.

Williams admits that when she finally gets into bed, she often spends another 30 minutes on her iPad. While some people may see this as a waste of time, Williams explains, "There is so much to do every day that it's really easy to get burned out, and being online actually serves as a form of stress relief." But, she says, "I think we're doing okay; we're trying the best we can. If nothing else, the weekends are a good way to catch up on lost sleep."

But is it really possible to catch up on lost sleep at a later date? According to Bono, "Even though someone who gets 4 hours of sleep one night and 10 hours the next is getting the same amount as another who sleeps 7 hours both nights, it's the second person who is going to be better off." In fact, he says that irregular sleep habits can disrupt the body's natural (circadian) rhythm – and could eventually cause insomnia.

Source: https://goo.gl/nu73vs

Questions:

a. Formulate a problem statement by identifying the expectation, reality and gap which exist in the issue above. (3 marks)

b. Using Kepner-Tregoe Analysis, identify THREE (3) relevant questions that can assist you in analyzing the problem. For each question identified, explain the reason why the question is chosen. (6 marks)

c. Describe how you would use the SCAMPER technique to generate solutions to the problem. Identify TWO (2) possible solutions from this technique. (6 marks)

d. Analyse the advantages and disadvantages of the identified solutions above. (5 marks)

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Question 2: ARGUMENT COMPOSITION (20 MARKS)

Read the passage 'Sleep deprivation among college students' as presented in Question 1 above. As a college student, what is your stand on the above issue? Write a letter to the editor stating your concern regarding the issue. State why it is important for the authorities and/or affected parties to address the issue of sleep deprivation among college students.

Present your opinion in an argumentative essay.

You should state and label the following:

Part of the argument	label	marks
• ONE Conclusion/Main claim	[C]	2 marks
• Two PREMISES	[P1 and P2]	3 marks each (total 6)
• A reference to authority to support P1	[REF]	4 marks
• A supporting argument which contains a RHETORICAL QUESTION to support P2	[RQ]	4 marks
• An anecdote	[ANEC]	4 marks

Question 3: FALLACY IDENTIFICATION (10 MARKS)

Read the following arguments. In order to answer, you do not have to copy the questions. Just write down the name of the fallacy that applies in each argument.

For example:

"Anas is kind. He must be hard working too".
Answer: Sweeping generalization

a. "Next month the Chairman of our company will be celebrating his 65th birthday. As in past years, we are making a video with a special song for him. All Heads of Departments will appear in the video to sing the song. No Heads of Departments has ever missed appearing in the video. As you have only recently been appointed as Head of R&D, you should be sure to sing the song with the other Heads. I know you are not comfortable about singing in the video but you must or it will disrupt the way things have always been done around here"
What fallacy does this argument commit? _____

Continued....

b. Car salesman: You should definitely buy this car. You look so good in it -- you look at least ten years younger behind that wheel.
What fallacy does this argument commit? _____

c. "Look, you have to make up our mind. Either you decide that you can afford to install ASTRO, or you decide you are going to do without good TV programs for a while."
The fallacy in the above argument is: _____

d. "Jane has recently stated that MMU's Bachelor of Accounting degree is far superior than the ones awarded by the public universities in Malaysia. But no one should accept Jane's argument. Jane, as you know, is a lecturer at MMU. Naturally she would love to see students enrolling in MMU"
What fallacy does this argument commit? _____

e. "My father smoked four packs of cigarettes a day since age fourteen and lived until age sixty-nine. Therefore, smoking really can't be that bad for you."
The fallacy in the above argument is: _____

Question 4: ADVERTISING PLOYS (10 MARKS)

Your cousin Melissa has started an online business selling clothes targeted to women ages 25 to 40 years old. The selection of clothes consists of mainly smart casual look and professional look suitable for office attire.

Based on the ADVERTISING PLOYS described in your textbook (Basham, 2013):

a. Identify TWO (2) suitable ploys to be used in the advertisement. Explain in detail your answer with suitable examples.

b. Identify TWO (2) advertising ploys which are NOT suitable for the above advertisement. Give reasons to explain your answer.

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